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## **CLAIMS**

- 1. A sheet of paper material comprising at least a first ply and a second ply, coupled to each other by means of a glue, wherein said first ply has a first embossing in a direction according to at least an alignment, and the second ply is printed with a decorative pattern, characterized in that the decorative pattern has shading simulating a relief three-dimensional design.
- 2. Material as claimed in claim 1, characterized in that said alignment is inclined with respect to a longitudinal edge of said material.
- 3. Material as claimed in claim 1 or 2, characterized in that said first ply is embossed according to essentially continuous embossing lines.
  - 4. Material as claimed in claim 1 or 2 or 3, characterized in that the embossing lines of the first ply are essentially straight.
  - 5. Material as claimed in any one of the previous claims, characterized in that said decorative pattern simulates an embossing.
  - 6. Material as claimed in one or more of the previous claims, characterized in that it comprises a third ply coupled by gluing to said first and to said second ply, said second ply being interposed between the first ply and the third ply.
  - 7. Material as claimed in claim 6, characterized in that said third ply has a second embossing preferiably disposed according to a direction inclined with respect to the longitudinal edge of the material and not parallel to the lines of said first embossing on the first ply.
  - 8. Material as claimed in claim 7, characterized in that said second embossing is constituted by essentially continuous lines.
  - 9. Material as claimed in claim 7 characterized in that said second embossing is constituted by alignments parallel with one another, and preferably inclined with respect to said longitudinal edge, of essentially geometrical protuberances.
  - 10. Material as claimed in claim 7, characterized in that said essentially geometric protuberances have along said alignments a pitch substantially the same as the pitch of said lines forming the first embossing or a multiple or submultiple of said pitch.
  - 11. Material as claimed in one or more of the previous claims, characterized in that said lines of the first embossing have a width ranging from 0.1

to 2 mm, and preferably from 0.1 to 1 mm and a density ranging from 1.5 and 20 lines per cm and preferably from 3 to 20 lines per cm.

- 12. Material as claimed in claim 8, characterized in that said essentially continuous lines forming the second embossing have a width ranging from 0.1 to 2 mm, and preferably from 0.1 to 1 mm and a density ranging from 1.5 to 20 lines per cm and preferably from 3 to 20 lines per cm.
- 13. Material as claimed in claim 8 and 11, characterized in that said essentially continuous lines forming the second embossing have a width ranging from 0.1 to 2 mm, and preferably from 0.1 to 1 mm and a density ranging from 1.5 to 20 lines per cm and preferably from 3 to 20 lines per cm.

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- 14. Material as claimed in claim 9, characterized in that said parallel alignments forming the second embossing have a density ranging from 1.5 to 20 alignments per cm and preferably from 3 to 20 alignments per cm.
- 15. Material as claimed in one or more of the previous claims, characterized in that said glue is colored.
- 16. Material as claimed in claim 15, characterized in that said decorative pattern has a color essentially the same as the color of said glue.
- 17. Material as claimed in claim 15 or 16, characterized in that said pattern has a different shade of the color of said glue.
- 18. Material as claimed in claim 15, characterized in that said decorative pattern has a first primary color and said glue has a second primary color, the material having the color obtained by combining said first and said second primary color in the areas in which the decorative pattern and the glue are superimposed.
- 19. Material as claimed in one or more claims 6 to 18, characterized in that said second and third ply are embossed together.
- 20. A method to produce a web paper material comprising at least a first ply and a second ply coupled to each other by a glue, wherein said first ply is embossed according to a first embossing along at least an alignment, and the second ply is printed with a decorative pattern, characterized in that the decorative pattern has shading simulating a relief three-dimensional design.
- 21. Method as claimed in claim 20, characterized in that said alignment is inclined with respect to a longitudinal edge of said material.

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- 22. Method as claimed in claim 21, characterized in that said first ply is embossed according to essentially continuous lines.
- 23. Method as claimed in claim 22, characterized in that said lines are essentially straight.
- 24. Method as claimed in claim 21, 22 or 23, characterized in that said decorative pattern simulates an embossing.
- 25. Method as claimed in one or more of claims 21 to 24, characterized in that a third ply is coupled by gluing to said first and to said second ply, said second ply being interposed between the first ply and the third ply.
- 26. Material as claimed in claim 25, characterized in that said third ply is embossed according to embossing preferably disposed according to a direction inclined with respect to the longitudinal edge of the material and not parallel to the lines of said first embossing on the first ply.
- 27. Method as claimed in claim 26, characterized in that said second embossing is constituted by essentially continuous lines.
- 28. Method as claimed in claim 26, characterized in that said second embossing is constituted by alignments parallel with one another and preferably inclined with respect to said longitudinal edge, of essentially geometrical protuberances.
- 29. Method as claimed in claim 26, characterized in that said essentially geometrical protuberances have along said alignments a pitch more or less the same as the pitch of said lines forming the first embossing or a multiple or submultiple of said pitch.
- 30. Method as claimed in one or more of claims 21 to 29, characterized in that said lines of the first embossing have a width ranging from 0.1 to 2 mm, and preferably from 0.1 to 1 mm and a density ranging from 1.5 and 20 lines per cm and preferably from 3 to 20 lines per cm.
  - 31. Method as claimed in claim 27, characterized in that said essentially continuous lines forming the second embossing have a width ranging from 0.1 to 2 mm, and preferably from 0.1 to 1 mm and a density ranging from 1.5 to 20 lines per cm and preferably from 3 to 20 lines per cm.
  - 32. Method as claimed in claim 27, characterized in that said essentially continuous lines forming the second embossing have a width ranging from 0.1 to 2 mm, and preferably from 0.1 to 1 mm and a density ranging

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from 1.5 to 20 lines per cm and preferably from 3 to 20 lines per cm.

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- 33. Method as claimed in claim 28, characterized in that said parallel alignments forming the second embossing have a density ranging from 1.5 to 20 alignments per cm and preferably from 3 to 20 alignments per cm.
- 34. Method as claimed in one or more of claims 21 to 33, characterized in that said glue is colored.
- 35. Method as claimed in claim 35, characterized in that said decorative pattern has a color essentially the same as the color of said glue.
- 36. Method as claimed in claim 34 or 35, characterized in that said pattern has a different shade of the color of said glue.
- 37. Method as claimed in claim 34, characterized in that said decorative pattern has a first primary color and said glue has a second primary color, the material having the color obtained by combining said first and said second primary color in the areas in which the decorative pattern and the glue are superimposed.
- 38. Method as claimed in one or more of claims 25 to 37, characterized in that said second and third ply are embossed together.